

CRISIS MANAGEMENT PREPAREDNESS CHECKLIST

As a business that is centered on serving the public, one of our top priorities is the safety and security of our guests and employees. Hotels have safety and security procedures in place that are regularly reviewed and updated as are their emergency response procedures.

While not all facilities need to have formal crisis management structures, they should consider the various risks to guests and employees, be able to assist guests and staff, and enlist the assistance of law enforcement and other emergency services, depending on the nature of the event. The following checklist is a guide to the kinds of questions management may ask itself.

- Is there commitment to preparedness by top management?
- Have risks been identified, ranked and, insofar as possible, quantified?
- Have reasonable measures been taken to reduce likely risks?
- Has a crisis management team been created and its members identified?
- Has a crisis management manual been prepared?
- Are plans in place at the various operating levels?
- Do crisis management plans cover responses to:
 - Threats against guests as well as employees
 - Ordinary criminal violence (assaults, murder)
 - Fires or explosions
 - Bomb threats and bombings
 - Other terrorist scenarios
 - Natural disasters
- Is the crisis management team roster current?
- Have team members been briefed on their roles and responsibilities?
- Have the crisis response procedures been tested in a simulation?
- Has any other training been conducted?
- Have any past crises been analyzed for lessons learned?
- Are facilities for the crisis management team identified and ready?
- Have appropriate contacts been established with federal, state, and local law enforcement agencies and other emergency services that may be called upon to respond? Have they visited the premises?
- Is there a media protocol or spokesperson in place should the hotel or company receive inquires?
- Are there regular reviews and updates?

